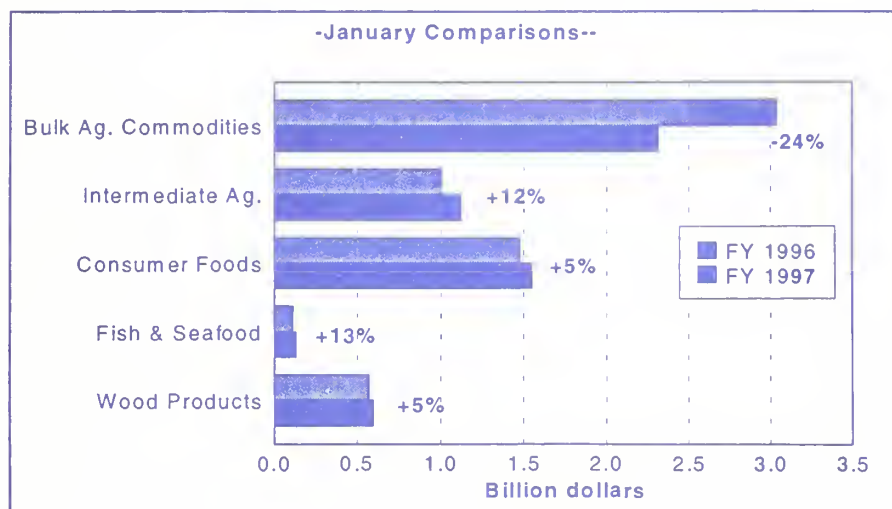


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Agricultural Trade Highlights

Exports Drop 5 Percent in January



U.S. *agricultural exports* totaled \$5 billion in January, 5 percent lower than the previous month and 10 percent below January 1996 levels. Bulk exports turned in a weaker performance largely due to reduced grain exports. Consumer food export growth remained weak due to slower red meat shipments. Intermediate product exports rose mainly due to gains in soybean meal.

During the first four months of fiscal 1997, agricultural export values remained unchanged from the same period last year. The current fiscal 1997 forecast of \$56.5 billion reflects a 6-percent decline over last year. Fish and forest product exports during the first four months are running 6 and 10 percent ahead of last year's pace.

At \$2.3 billion in January, U.S. exports of *bulk commodities* were down 24 percent (\$722 million) from January 1996 levels. Large declines for wheat, corn, and cotton exports overshadowed modest gains in other products. Soybean exports remained largely unchanged at \$800 million. Bulk commodity exports totaled \$10.2 billion during the first four months of fiscal 1997, down 6 percent (\$621

million) from the same period last year. Soybean exports were up 38 percent over year-ago levels to \$3.6 billion due to higher export volume and prices. Wheat and coarse grain exports were down 39 and 7 percent to \$1.4 billion and \$3 billion, respectively.

At \$1.1 billion in January, U.S. exports of *intermediate products* were up 12 percent (\$119 million) from January 1996 levels. Intermediate product exports reached \$4.3 billion during the first four months of fiscal 1997, up 11 percent from the same period last year. Rising soybean exports to China, other Asian Pac Rim countries, and the EU-15 account for most of the increase in the entire category.

U.S. exports of *consumer-oriented products* totaled \$1.55 billion in January, up 5 percent (\$75 million) from January 1996 levels. Out of 15 product groups, only chilled and frozen red meats, dairy products, and tree nuts registered losses. January marked the eighth month of unusually slow red meat exports, largely due to reduced sales to Japan. Consumer food exports reached \$6.9 billion during the first four months of fiscal 1997, up 3 percent from the same period last year.

Reduced chilled and frozen red meat shipments continued as the major factor behind slower sales for the entire consumer foods category. Poultry meat exports, up 14 percent (\$110 million) in the first four months, accounted for half of the gain in the entire category.

Fish and Forest Product Exports: At \$133 million in January, U.S. *fish and seafood exports* rose 13 percent (\$15 million) from January 1996 levels. Gains were broad-based across several groups with surimi recording the largest increase. Fish and seafood exports totaled \$790 million during the first four months of fiscal 1997, up 6 percent from the same period last year. Rising crabmeat and surimi exports account for the overall gain, while salmon (both whole and canned) exports have declined.

At \$602 million in January, U.S. *forest product exports* were up 5 percent (\$26 million) from January 1996 levels. Lumber and panel products both registered increases. Forest product exports totaled \$2.5 billion during the first four months of fiscal 1997, up 10 percent from the same period last year.

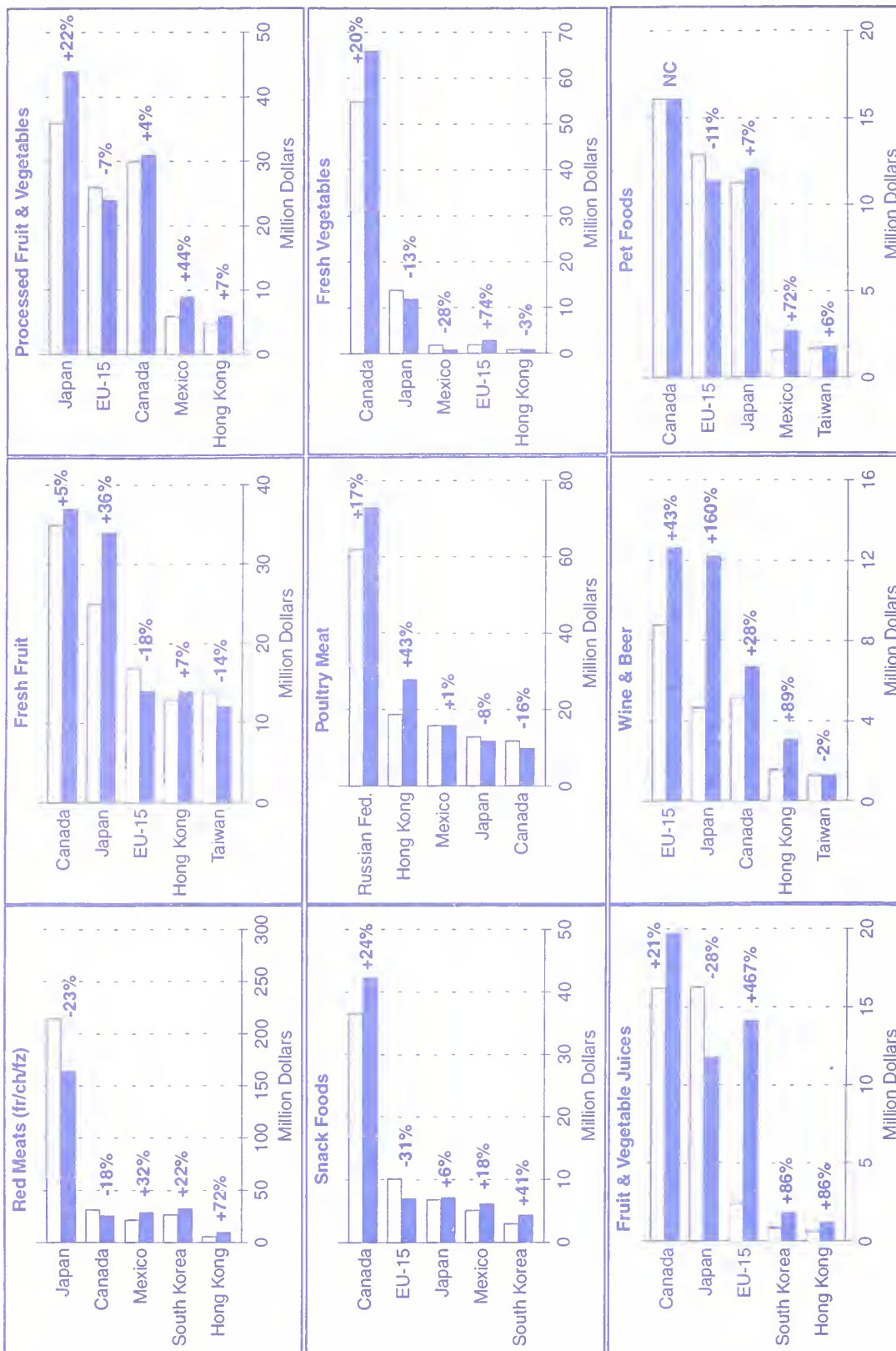
FMI PREVIEW ISSUE INSIDE!

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Top Five Markets for Selected U.S. Consumer Foods January Comparisons

CY 96 ■ CY 97



Note: Percentages are computed as the change from 1996 to 1997. Countries are ranked from highest to lowest based on CY 1996 exports.

Preview: FMI/U.S. Food Export Showcase

The U.S. Food Export Showcase, sponsored by the National Association of State Departments of Agriculture (NASDA), is held annually in conjunction with the Food Marketing Institute (FMI) Supermarket Industry Convention and Educational Exposition. The 1997 Showcase takes place May 4 - 7 at Chicago's McCormick Place.

Export Showcase Provides Cost-Effective Entree into International Markets

The U.S. Food Export Showcase offers small and mid-sized food companies a cost effective way to capitalize on the explosive growth in U.S. consumer food sales overseas. In 1996, 5,944 qualified food buyers from 119 countries visited the Export Showcase, generating sales estimated at \$100 million. The turnout in 1997 is expected to be just as strong.

At least thirty-five State Departments of Agriculture will be sponsoring pavilions that highlight products manufactured in their states. Many entrepreneurial companies exhibit at the Export Showcase; products that received special attention during the 1996 Showcase included pet pasta, wild boar jerky, chocolate beer, jalapeno ravioli, whole soybean snacks, and emu-based cosmetics.

FAS provides support to the U.S. Food Export Showcase--sponsoring supermarket buyer delegations from emerging markets and providing on-site, country specific technical assistance for firms interested in

exporting. A series of seminars will also be held in conjunction with the show highlighting the markets of the attending Agricultural Trade Officers.

ATO's Share Firsthand Knowledge of International Markets

Five FAS Agricultural Trade Officers currently covering overseas markets will speak on their respective markets during the Export Showcase.

The seminars are scheduled for Monday, May 5 and Tuesday, May 6 during the show. Consult the Show's directory for exact times and room numbers.

ATO's will speak on the following subjects:

"Trade Opportunities in the Caribbean Region"

"Exporting to the European Union--Fact, Fiction, and the Future"

"Trends in Major Asian Markets"
highlighting Korea, China, and Japan

U.S. Consumer Food Exports Set New Record in 1996 Record Growth in 90's Fueled by Asian Markets



...Export Showcase

FAS Sponsors Supermarket Buyer Teams from 29 Countries

International trade in consumer food products is growing, especially in the Pacific Rim and Latin America where the number of middle class consumers is expanding rapidly. Many countries from these regions, as well as others, will be attending the Export Showcase through the FAS-sponsored Cochran and Trade & Investment Programs.

U.S. firms attending FMI may wish to organize meetings with members of the international delegations. Interested companies should call Gary Laidig of the Foreign Agricultural Service in order to set up appointments at (202) 690-1734.

The following is a list of companies that will be attending and, if available, the cities where they are located. This list is subject to last minute changes. Listing of these companies does not necessarily imply any endorsement by FAS.

Asia

China

Your Ground Chain Store Co. (Guangzhou)
Supermarket Corporation Ltd. (Guangzhou)
Guangzhou Jingtian Enterprise Corporation
Zhongshan Chi Wo Commercial Company
(Guangzhou)
Donguang Golden Triangle Stores (Guangzhou)
Guangzhou Yue Xiu Supermarket Company
Shanghai No. 1 Food Store Company
Shanghai Orient Shopping Center
Shanghai Hualian Supermarket Company
No. 1 Department Store Family Shopping (Shanghai)
Lianhua Supermarket Company (Shanghai)
Baxian Group Supermarket (Shanghai)
IGA, Guangzhou

Indonesia

Comfeed Indonesia
Candy Land and Alfa Zona
Kem Chicks Supermarket
PT HERO Supermarket

Malaysia

Parkson Corporation
Giant Cash and Carry
Spring Food Supplies

Philippines

WalterMart
Iloilo Supermarkets

Thailand

United Dairy Foods Co.
American European Products Co.
Imperial General Foods Industry Co.

Additionally, eight food buyers will participate from Vietnam and a team of journalists from South Korea will observe the Showcase.

Former Soviet Union & Eastern Europe

Poland

F.H. Dan-Cake (Warsaw)
Uno-Tradex sp. z.o.o. (Warsaw)
Fresco Trade Company (Warsaw)
Sygel S.C. (Czestochowa)
F.H. Jool (Bedzin)
Eldorado S.A. (Lublin)
Zebra Trade Company (Poznan)

Ukraine

IRBIS Ltd. (Kiev)
Krymskaja Trade Company (Sevastopol Crimea)
Gefest Ltd. (Sevastopol)

Russia

Kirovsky Supermarket (Yekaterinburg)
Maria Trade Center (Yekaterinburg)
UDYL Fishing Company (Khabarovsk)
JSC "ACFES" (Vladivostok)
Grasp (Vladivostok)
Astoria (Vladivostok)
Orbis (Khabarovsk)

Kazakstan (all from Almaty)

Kazakstan Association of Food Enterprises
Zhanar Coproation
Smat Food Company
Food Store KBS Market
CARANA Corporation
Ainabulak (joint stock co.)

Uzbekistan

Martens Trading Company
Mississippi (Uzbek-American joint venture)
BESH-YOGOCH

...Export Showcase

Armenia (both from Yerevan)

Partez Supermarket
JOJO Food Shop

Latvia

Alis Co. (Riga)

Lithuania

Beria Ltd. (Vilnius)
Pas Juozapa Ltd. (Vilnius)
Vilniaus Svalia Co. Ltd. (Vilnius)
J.S.C. Samsonas (Kaunas)

Estonia

As Sildest (Tallinn)
Kalev Ltd (Tallinn)

Also, one supermarket manager will participate from the Czech Republic and four from Romania.

Africa

South Africa

Kopanong Retailers (Gauteng Province)

Tunisia

SUCRAGEX (Tunis)
NAFCO, S.A. (Tunis)

Latin America

Panama

Grupo Lee Chang Hermanos
Empresas Romero, Inc.
Supermercados LaFe

Colombia

CADENALCO (Medellin & Bogota)
Inversiones Finest Ltd. (Bogota)

Trinidad

Payless Supermarket

The Trade & Investment Program will also sponsor supermarket buyers from the following countries: El Salvador (3), Guatemala (4), Honduras (2), Nicaragua (2), Panama (2), and Costa Rica (2). Following the Showcase, buyers will continue on to Miami.

To arrange appointments during the Export Showcase with supermarket buyers from the above Central American countries only, or for more information on

the Trade and Investment Program, contact Richard Rortvedt at (202) 690-2988.

Additionally, Agricultural Trade Offices around the world have recruited buyers from other countries who may not qualify for the above programs. These buyers are attending at their own expense. U.S. companies interested in meeting with these buyers should contact the FAS booths at the U.S. Food Export Showcase to arrange appointments.

International Buyers Receive Training in U.S. Supermarket Management

The Cochran Program sponsors training in modern supermarket management in conjunction with FMI and the Export Showcase. Delegates will receive training in areas such as inventory and quality control, merchandising, bar scanners, and consumer trends. The delegations will visit supermarkets of all sizes as well as suppliers.

Participants from Latin America, Africa, and some Eastern European countries will attend a supermarket training course at St. Joseph's University in Philadelphia.

Companies from Asian countries will participate in a supermarket training course held at Cornell University prior to their arrival in Chicago. Immediately following their stay in Chicago, the group will travel to Washington, Oregon, and California for a tour organized by the Departments of Agriculture in those states. Buyer delegations from Russia, Ukraine, Armenia, and Vietnam will attend a similar training program at Cornell University held after visiting the FMI show.

For additional information on the Cochran Program, contact Gary Laidig at (202) 690-1734, fax (202) 690-0349. For more information on the U.S. Food Export Showcase, contact the convention management at (703) 876-0900, fax (703) 876-0904

Market Seminars Open Window to Global Markets

Agricultural Trade Officers with FAS/ USDA from five key markets will conduct seminars on the latest trends and market opportunities. A graphical summary of U.S. consumer food exports to those markets is presented in this FMI/Export Showcase Preview handout. Bring this edition to the seminars for note taking.

Japan Market Seminar

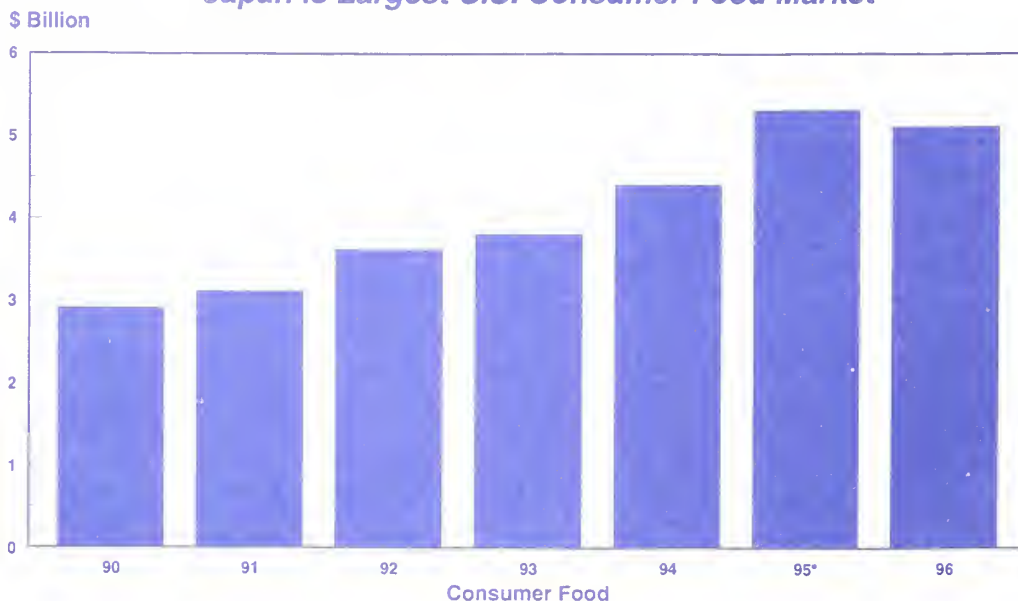
Japan has been the largest market for U.S. consumer foods since 1994. In 1996, more than \$5.1 billion of U.S. consumer food products were exported to Japan. This represents 25 percent of the total value of all U.S. consumer food exports.

Mr. Terrence Barber, Senior ATO Japan, will speak on opportunities in the Japanese food market, highlighting new, untapped, and immediate export sales opportunities. He will offer incisive market insights critical for success in the competitive Japanese market environment.

Notes:

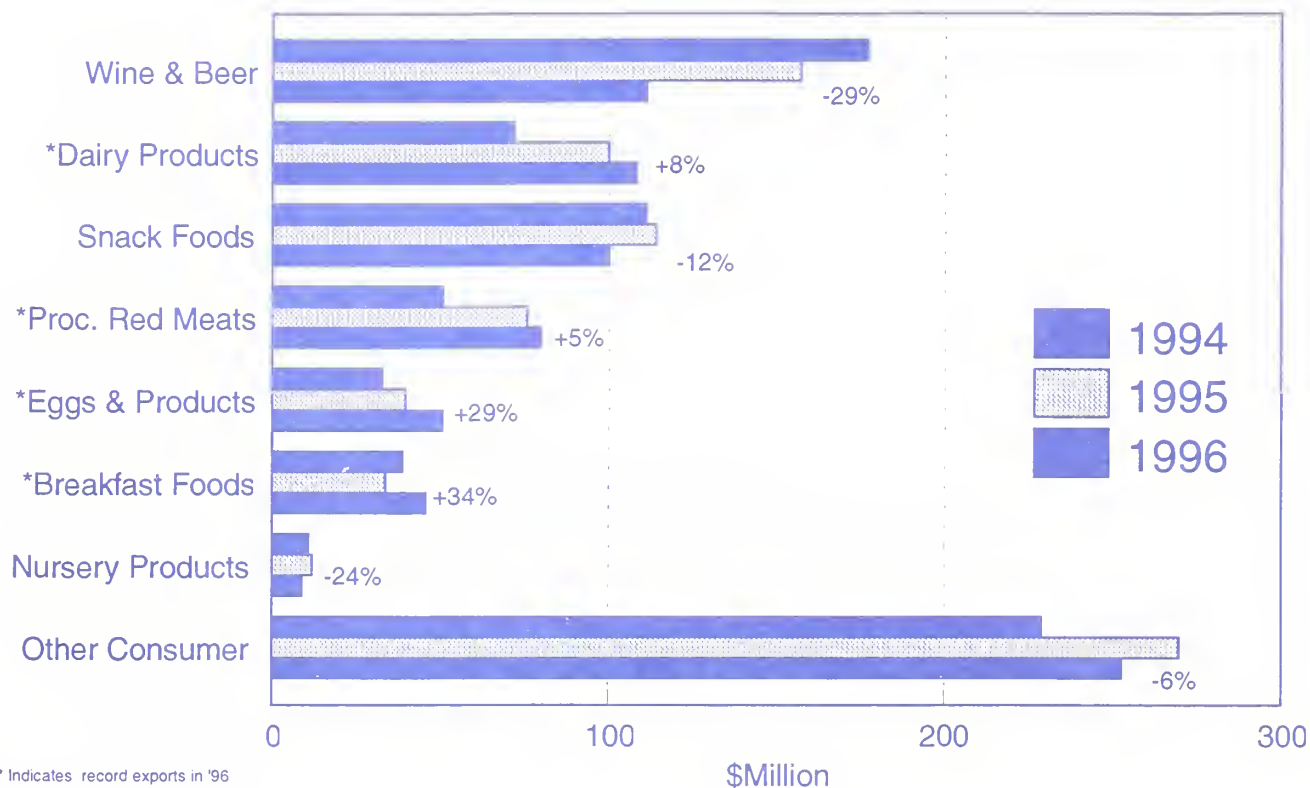
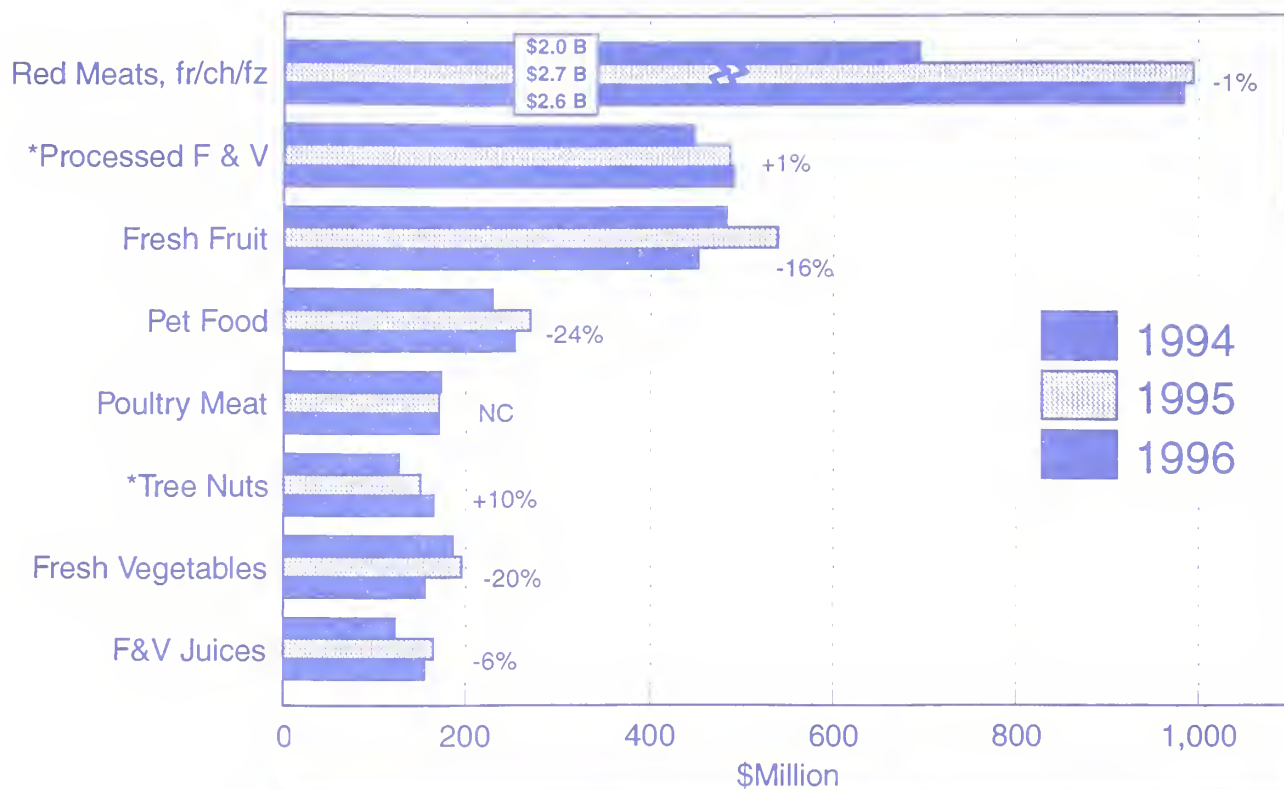
U.S. Exports of Consumer Food to Japan

Japan is Largest U.S. Consumer Food Market



U.S. Consumer Food Exports to Japan

Consumer Food Trend 94-96



Note: * Indicates record exports in '96

Market Seminars Open Window to Global Markets

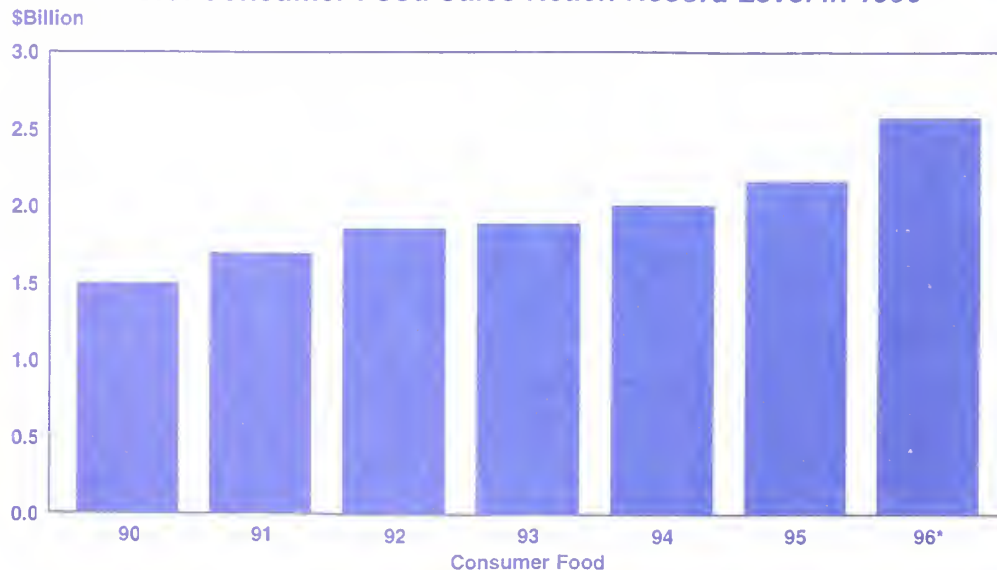
EU-15 Market Seminar

Holly Higgins, the Agricultural Trade Officer in Milan, Italy, will focus on cultural differences in EU markets, consumption patterns, food marketing trends, and regional sales opportunities. She will also review recent changes in regulations effecting U.S. food exports. U.S. exporters sold \$2.6 billion of consumer food to the European Union in 1996, a record year. Major importing countries in the EU include Germany, Netherlands, France, Belgium, Spain, and Italy.

Notes:

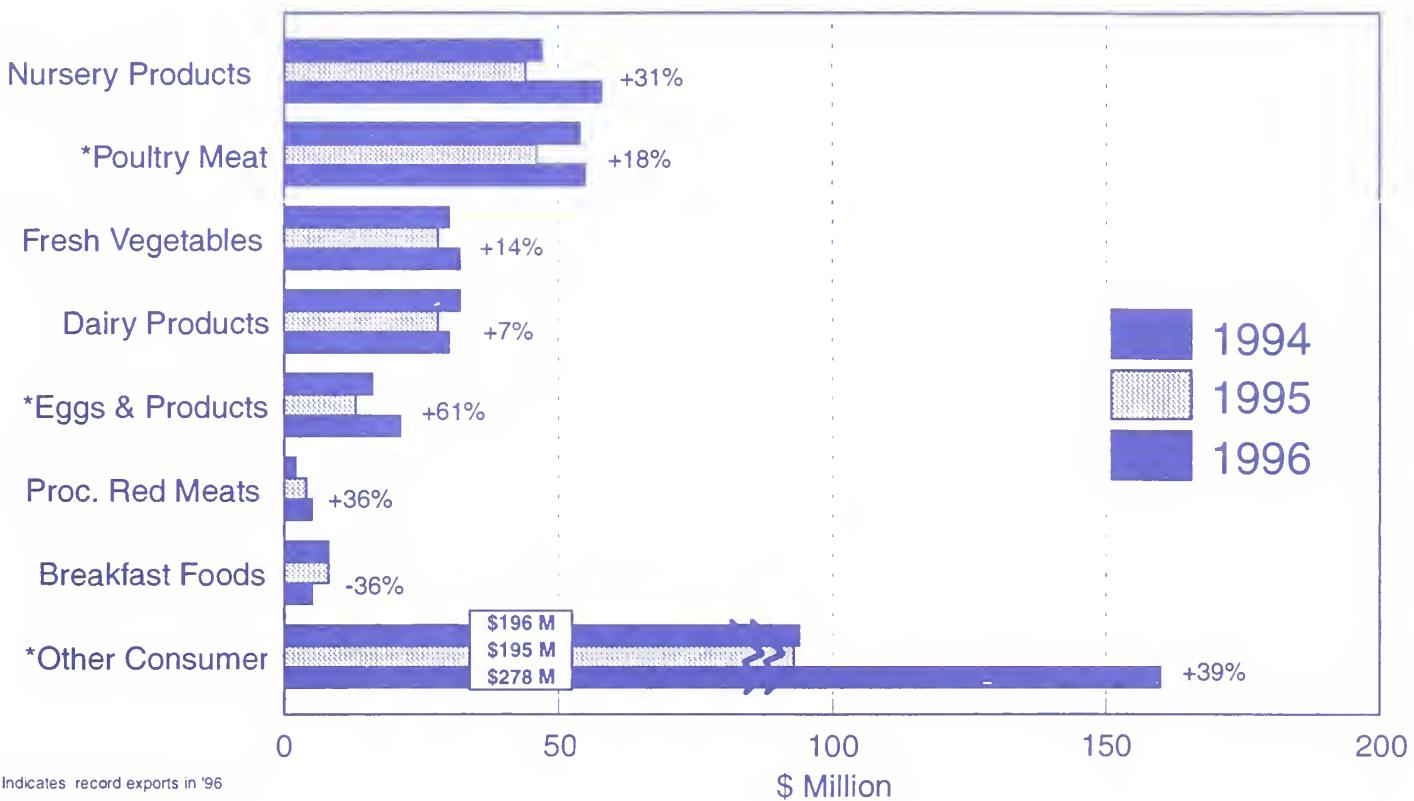
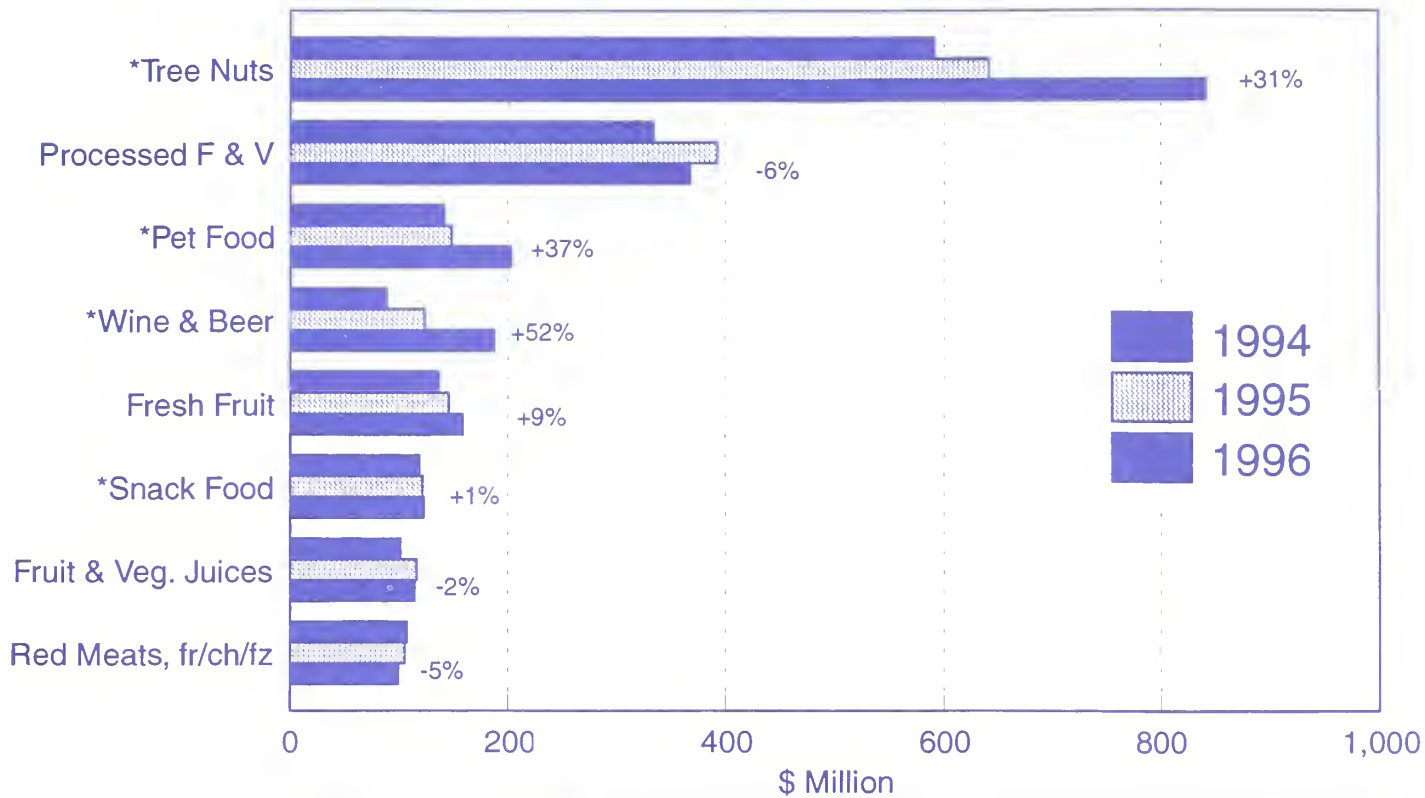
U.S. Exports of Consumer Food to the European Union

U.S. Consumer Food Sales Reach Record Level in 1996



U.S. Consumer Food Exports to EU-15

Consumer Food Trend 94-96



Note: * Indicates record exports in '96

Market Seminars Open Window to Global Markets

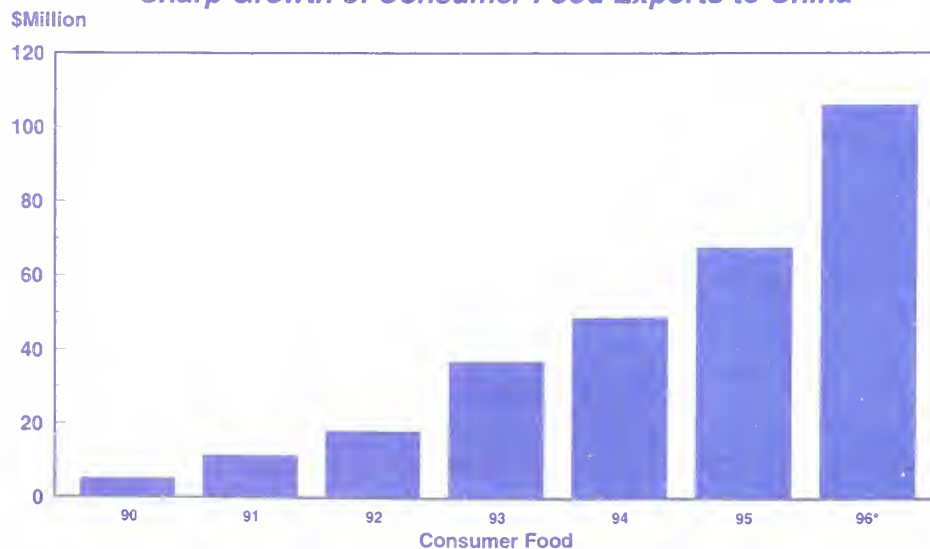
China Market Seminar

Scott Reynolds, Agricultural Trade Officer in Shanghai, will discuss important considerations for entering the most populous consumer market in the world. He will provide an overview of trends in Chinese food consumption and buying habits. U.S. exports of consumer foods to both China and Hong Kong totaled a record \$1.3 billion in 1996, reflecting a 20 percent annual growth since 1992. Items showing the strongest growth over the past four years include poultry, red meats and fresh fruit.

Notes:

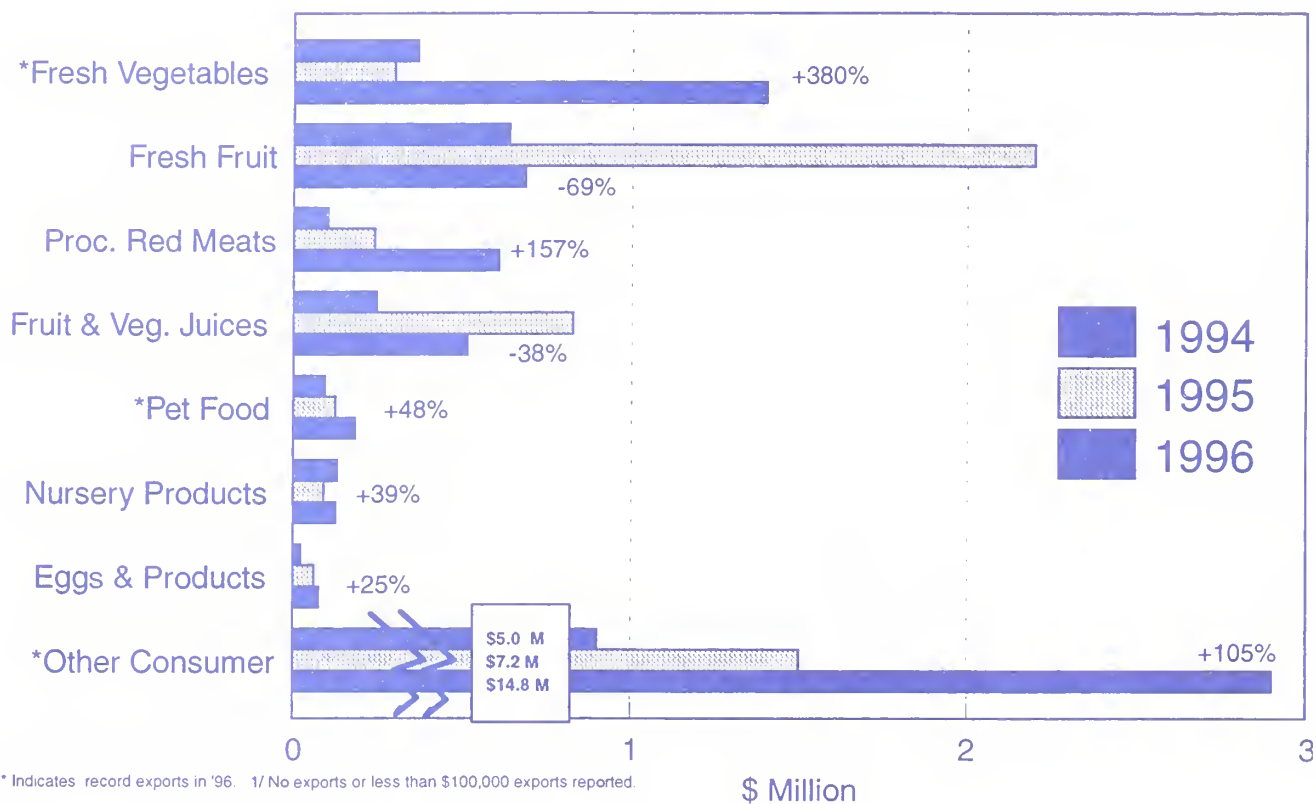
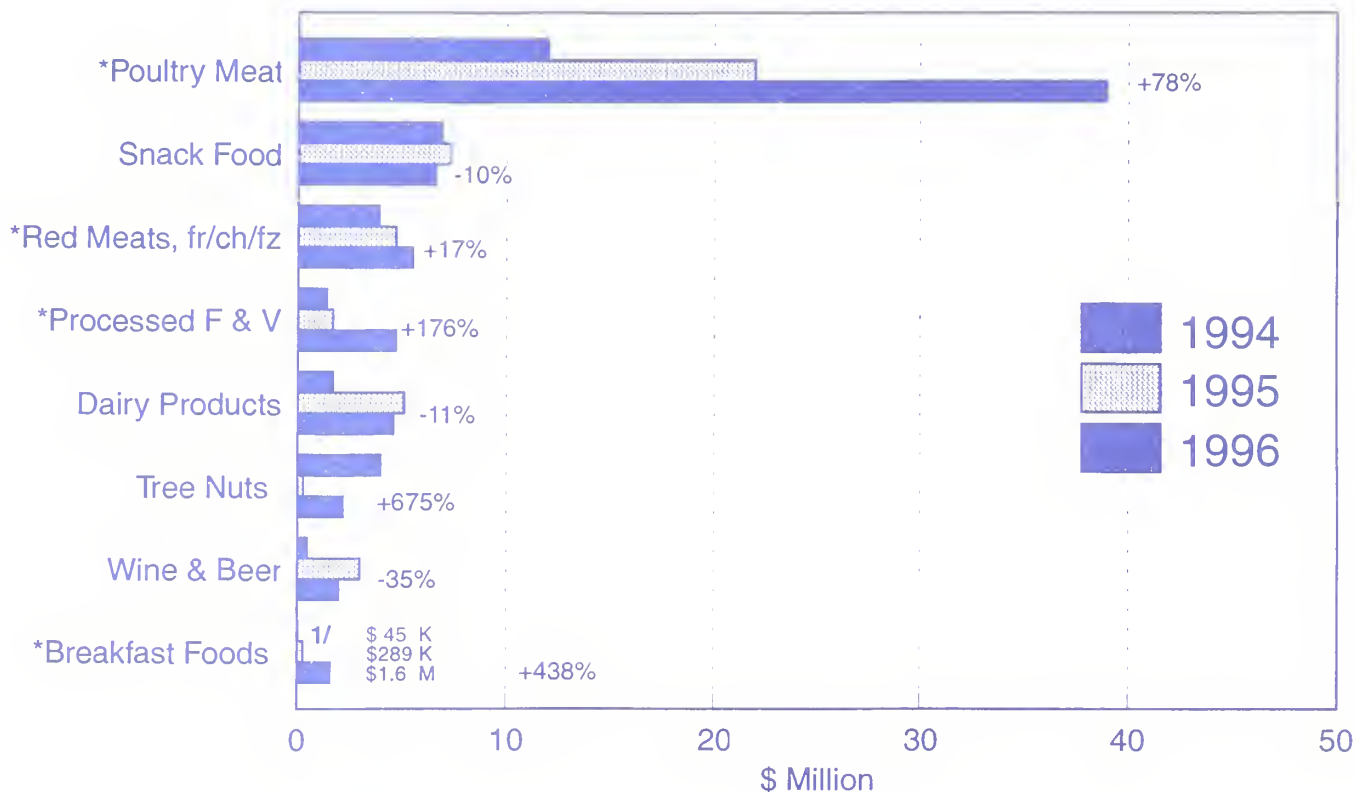
U.S. Exports of Consumer Food to China

Sharp Growth of Consumer Food Exports to China



U.S. Consumer Food Exports to China

Consumer Food Trend 94-96



Note: * Indicates record exports in '96. 1/ No exports or less than \$100,000 exports reported.

Market Seminars Open Window to Global Markets

Korea Market Seminar

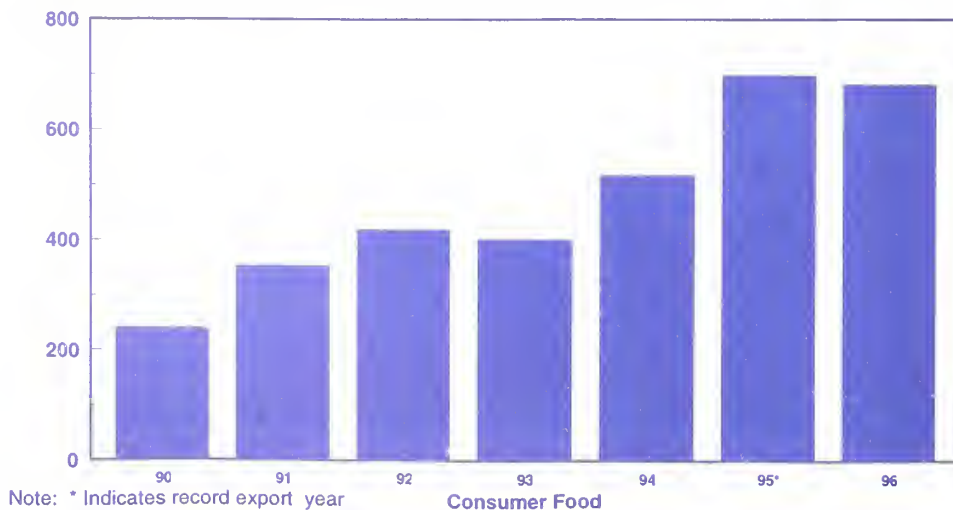
Philip Shull, Agricultural Trade Officer in Seoul, will speak on recent market liberalization and increasing demand for consumer ready foods in Korea. U.S. exports of consumer food to Korea have grown steadily, reaching \$680 million in 1996. Exports of dairy products, fresh fruits and vegetables have experienced significant growth during the past four years.

Notes:

U.S. Exports of Consumer Food to South Korea

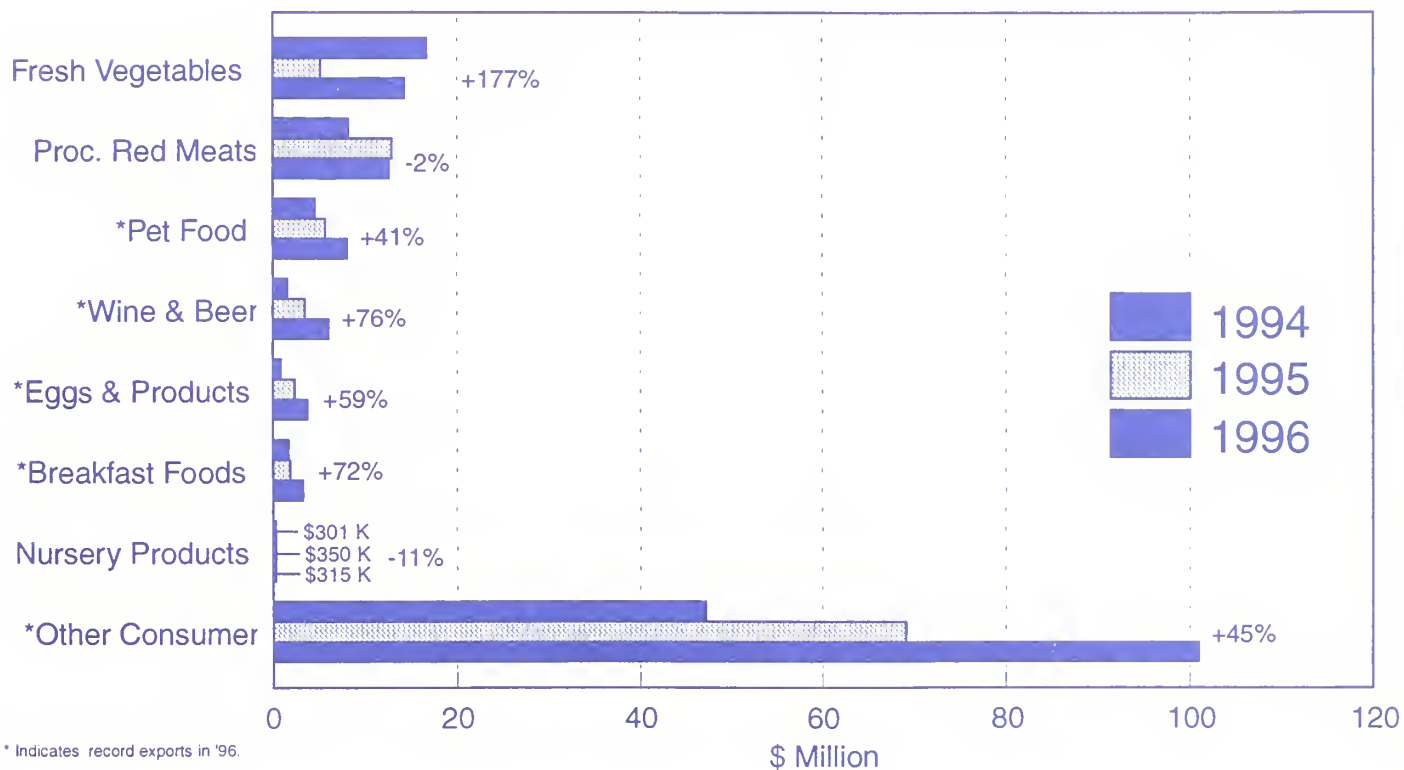
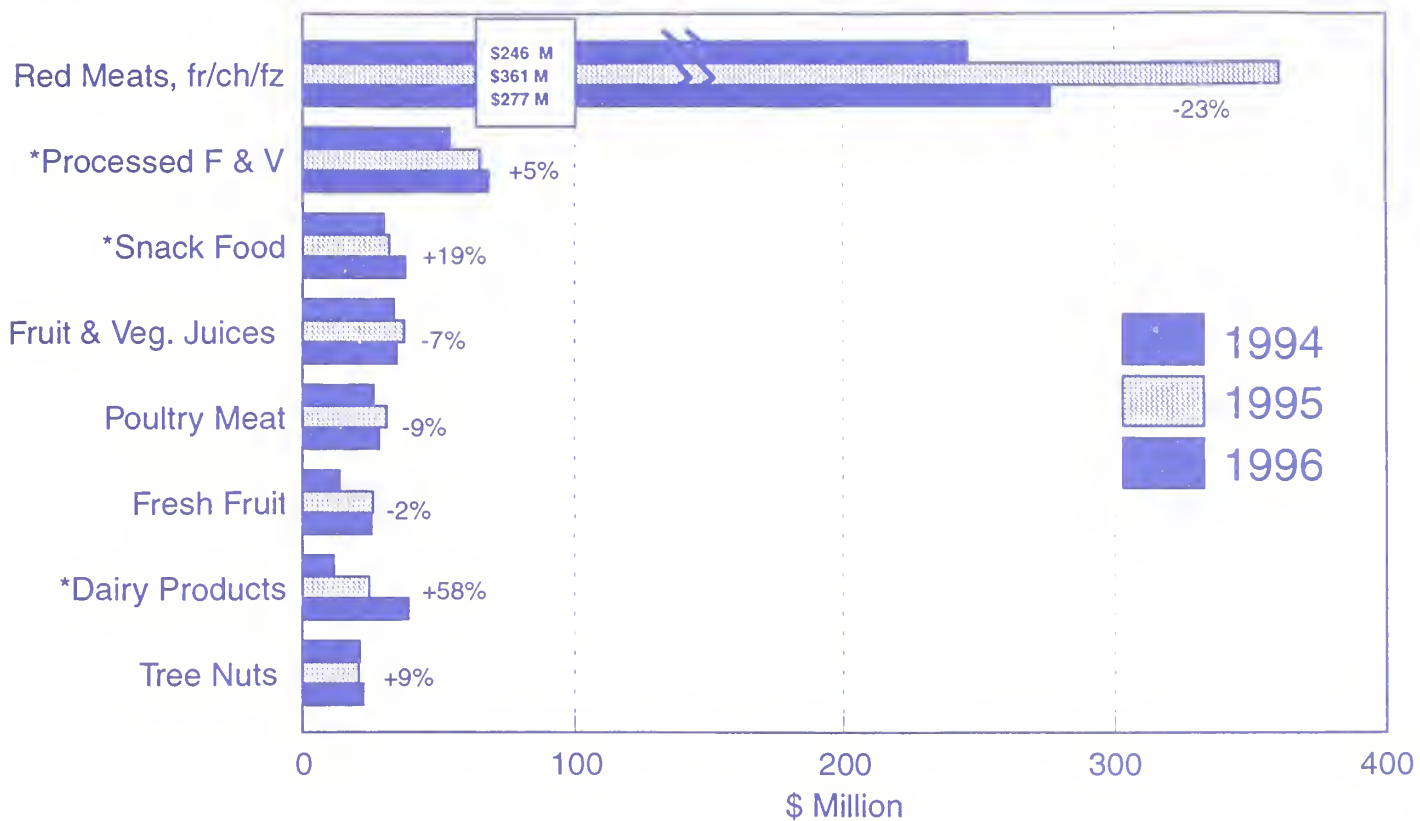
South Korea is the Third Largest Asian Market for U.S. Consumer Food

\$Million



U.S. Consumer Food Exports to South Korea

Consumer Food Trend 94-96



Note: * Indicates record exports in '96.

Market Seminars Open Window to Global Markets

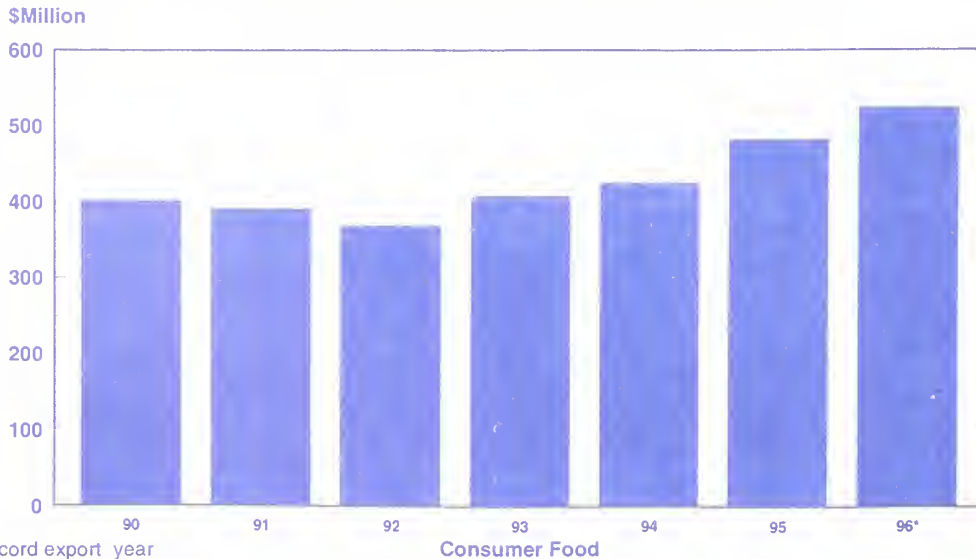
Caribbean Market Seminar

Willis Collie, the Agricultural Trade Officer in Miami, will speak on markets in the Caribbean. His speech will focus on opportunities for U.S. companies, differences in market access from island to island, and ways to penetrate the lucrative resort business. U.S. exports of consumer foods totaled a record \$523 million in 1996. Major island importers include the Bahamas, Netherlands Antilles, Bermuda, and the Dominican Republic.

Notes:

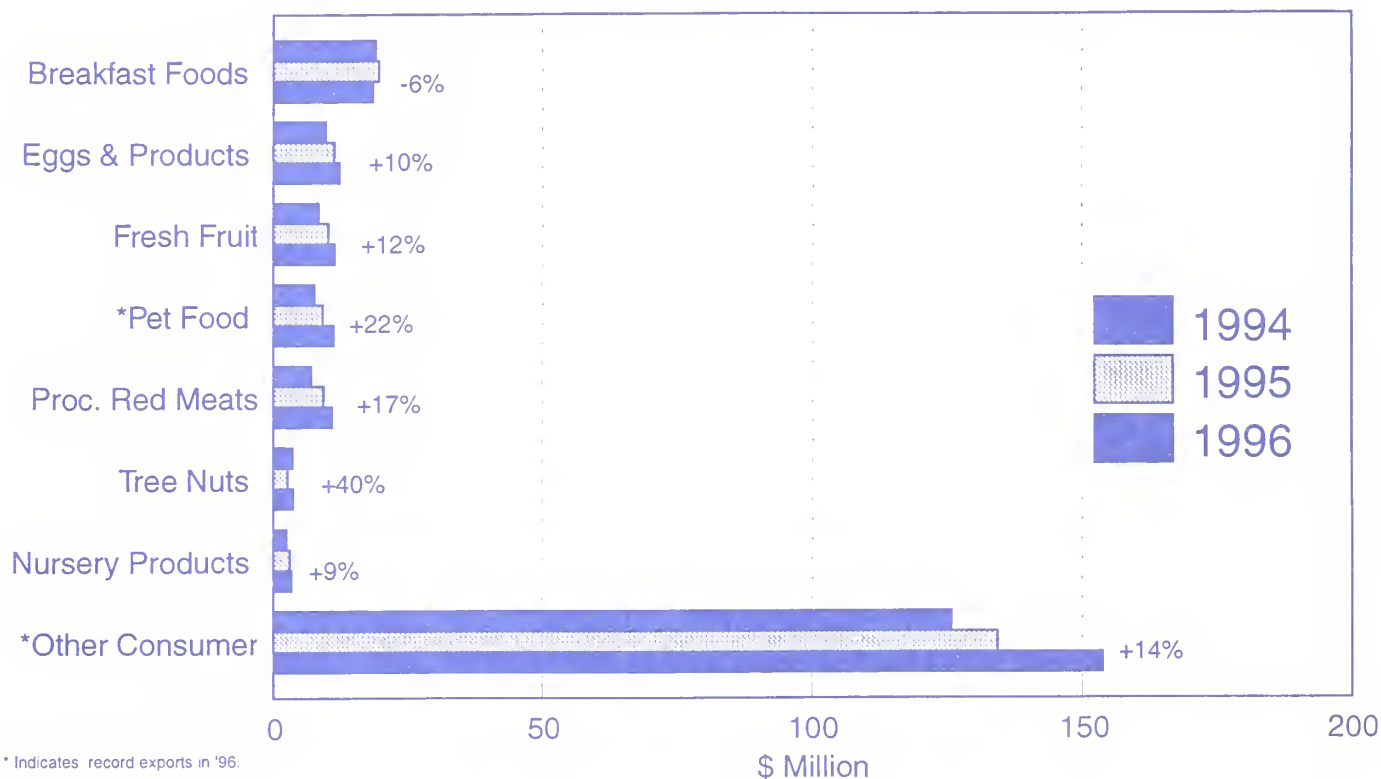
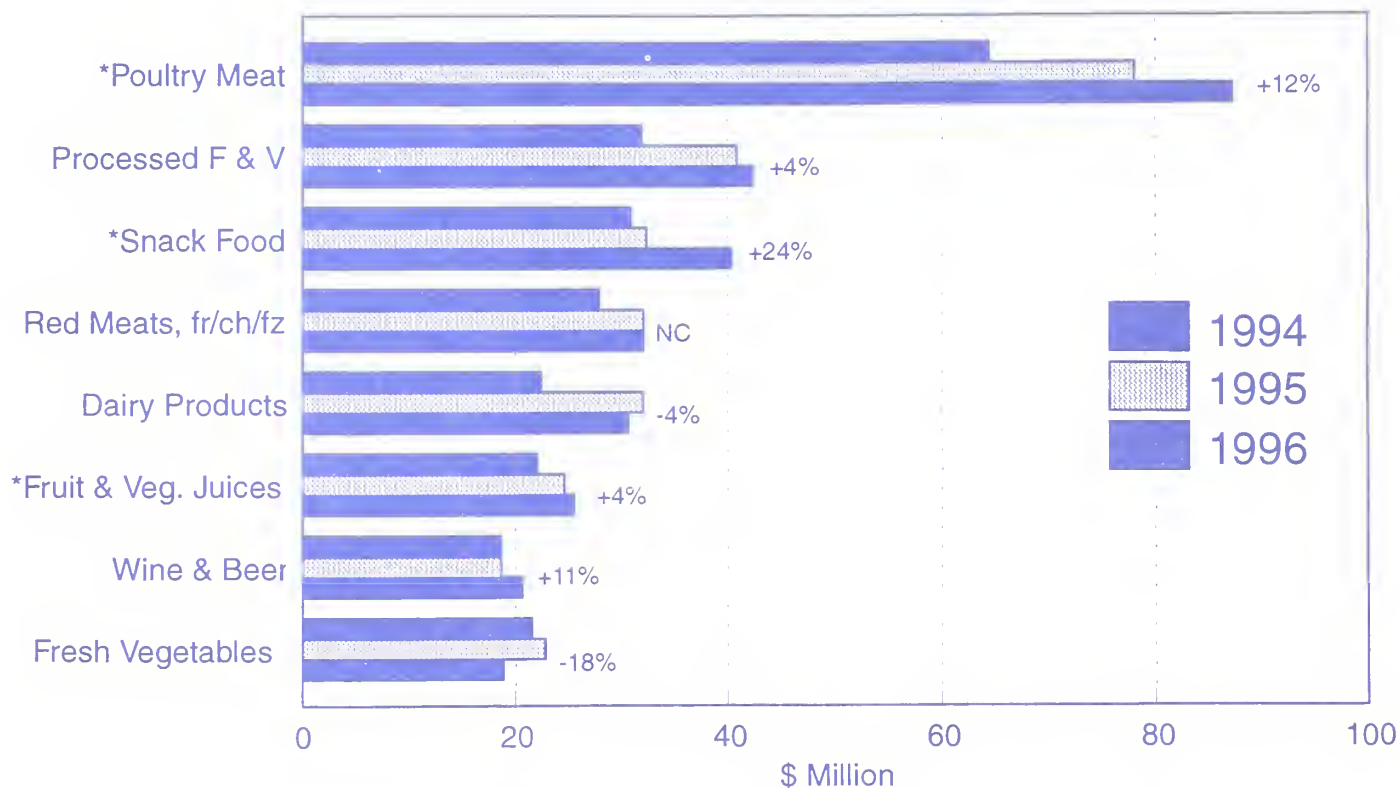
U.S. Exports of Consumer Food to Caribbean

Sales to Caribbean Set Record in '96



U.S. Consumer Food Exports to the Caribbean

Consumer Food Trend 94-96



Note: * Indicates record exports in '96.

U.S. Exports of Agricultural, Fish & Forest Products by Major Group

Monthly and Annual Performance Indicators

Export Values	January			October-January			Fiscal Year		
	1996	1997		FY '96	FY '97		1996	1997(f)	
	-- \$Billion --		Chg	-- \$Billion --		Chg	-- \$Billion --		Chg
Grains and Feeds 1/	1.900	1.433	-25%	7.310	6.287	-14%	21.553	16.2	-25%
Wheat & Flour	0.547	0.301	-45%	2.282	1.419	-38%	7.032	3.6	-49%
Rice	0.077	0.099	29%	0.353	0.403	14%	1.004	1.0	-0%
Coarse Grains 2/	0.930	0.666	-28%	3.248	3.005	-7%	9.338	7.3	-22%
Corn	0.807	0.593	-26%	2.865	2.686	-6%	8.369	6.4	-24%
Feeds & Fodders	0.241	0.241	0%	0.898	0.911	1%	2.627	2.7	3%
Oilseeds and Products	1.162	1.204	4%	3.833	5.111	33%	9.670	10.7	11%
Soybeans	0.812	0.799	-2%	2.597	3.596	38%	6.312	7.1	12%
Soybean Cakes & Meals	0.112	0.219	96%	0.383	0.682	78%	1.305	1.5	15%
Soybean Oil	0.049	0.048	-2%	0.154	0.207	34%	0.272	0.5	84%
Other Vegetable Oils	0.109	0.055	-50%	0.339	0.256	-25%	0.836	N/A	NA
Livestock Products	0.634	0.597	-6%	2.761	2.487	-10%	8.067	8.5	5%
Beef, Pork & Variety Meats	0.342	0.295	-14%	1.457	1.222	-16%	4.343	4.7	8%
Hides, Skins & Furs	0.122	0.156	28%	0.521	0.553	6%	1.677	1.6	-5%
Poultry Products	0.195	0.211	8%	0.909	1.026	13%	2.730	3.0	10%
Poultry Meat	0.170	0.181	7%	0.786	0.893	14%	2.353	N/A	NA
Dairy Products	0.062	0.052	-16%	0.245	0.225	-8%	0.719	0.7	-3%
Unmanufactured Tobacco	0.104	0.127	22%	0.538	0.558	4%	1.393	1.4	1%
Cotton and Linters	0.509	0.264	-48%	1.481	0.948	-36%	3.028	2.6	-14%
Planting Seeds	0.117	0.122	4%	0.319	0.403	26%	0.727	0.8	10%
Horticultural Products	0.706	0.825	17%	3.320	3.606	9%	10.019	10.5	5%
Sugar & Tropical Products	0.131	0.158	21%	0.605	0.694	15%	1.886	2.1	11%
Forest Products 4/	0.575	0.602	5%	2.297	2.516	10%	7.060	N/A	N/A
Fish and Seafood Products 4/	0.117	0.133	13%	0.745	0.790	6%	2.867	N/A	N/A
Total Agriculture	5.520	4.992	-10%	21.321	21.346	0%	59.792	56.5	-6%
Total Ag., Fish & Forest	6.213	5.726	-8%	24.363	24.652	1%	69.720	N/A	N/A

Export Volumes	---- MMT----			---- MMT----			---- MMT----		
			Chg			Chg			Chg
Grains and Feeds 1/	10.416	8.616	-17%	40.887	35.453	-13%	110.130	N/A	NA
Wheat	2.608	1.662	-36%	11.362	7.652	-33%	33.716	20.5	-39%
Wheat Flour	0.015	0.026	69%	0.147	0.170	16%	0.470	0.6	28%
Rice	0.214	0.241	13%	0.987	1.026	4%	2.831	2.4	-15%
Coarse Grains 2/	6.200	5.250	-15%	23.072	21.540	-7%	58.656	55.0	-6%
Corn	5.419	4.635	-14%	20.493	19.206	-6%	52.681	48.5	-8%
Feeds & Fodders	1.218	1.248	2%	4.448	4.247	-5%	12.065	12.4	3%
Oilseeds and Products	3.708	3.984	7%	12.852	16.690	30%	30.759	33.6	9%
Soybeans	2.889	2.886	-0%	9.762	12.953	33%	22.372	24.4	9%
Soybean Cakes & Meals	0.490	0.823	68%	1.785	2.533	42%	5.445	6.0	10%
Soybean Oil	0.086	0.087	1%	0.254	0.376	48%	0.450	0.8	78%
Other Vegetable Oils	0.138	0.081	-41%	0.463	0.387	-16%	1.146	N/A	NA
Livestock Products 3/	0.296	0.237	-20%	1.238	1.014	-18%	3.791	N/A	NA
Beef, Pork & Variety Meats	0.109	0.102	-7%	0.458	0.421	-8%	1.410	1.5	6%
Poultry Products 3/	0.169	0.192	14%	0.788	0.859	9%	2.383	N/A	NA
Poultry Meat	0.166	0.187	13%	0.772	0.838	8%	2.330	2.7	16%
Dairy Products 3/	0.057	0.028	-50%	0.182	0.117	-35%	0.445	N/A	NA
Unmanufactured Tobacco	0.017	0.020	18%	0.082	0.089	8%	0.218	N/A	NA
Cotton & Linters	0.286	0.153	-46%	0.828	0.550	-34%	1.703	1.5	-12%
Planting Seeds	0.093	0.143	53%	0.230	0.514	124%	0.665	N/A	NA
Horticultural Products 3/	0.560	0.599	7%	2.398	2.429	1%	7.139	7.5	5%
Sugar & Tropical Products 3/	0.086	0.084	-3%	0.369	0.419	14%	1.137	N/A	NA
Total Agriculture 3/	15.688	14.056	-10%	59.855	58.133	-3%	158.371	145.4	-8%

Notes: 1/ Includes pulses, corn gluten feed and meal; 2/ includes corn, oats, barley, rye and sorghum; 3/ includes only those items measured in metric tons; 4/ items not included in agricultural product totals. N/A = not available.

FY 1997 forecasts (f) are based on USDA's "Outlook for Agricultural Exports," published February 24, 1997.

U.S. Agricultural Export Value by Region

Monthly and Annual Performance Indicators

	January			October-January			Fiscal Year		
	1996 -- \$Billion --	1997	Chg	FY '96 -- \$Billion --	FY '97	Chg	1996 -- \$Billion --	1997(f)	Chg
Western Europe	1.132	1.007	-11%	3.848	3.828	-1%	9.275	9.3	0%
European Union 1/	1.098	0.986	-10%	3.714	3.693	-1%	8.913	9.0	1%
Other Western Europe	0.035	0.021	-38%	0.134	0.135	1%	0.363	0.3	-17%
Central & Eastern Europe	0.043	0.041	-5%	0.154	0.170	10%	0.399	0.4	0%
Former Soviet Union	0.114	0.119	4%	0.549	0.649	18%	1.650	1.9	15%
Russian Federation	0.094	0.098	4%	0.409	0.504	23%	1.235	1.5	21%
Asia	2.392	2.164	-10%	9.283	9.062	-2%	25.959	24.3	-6%
Japan	0.991	0.974	-2%	3.989	3.787	-5%	11.873	11.4	-4%
China	0.207	0.140	-32%	0.721	0.919	27%	1.816	2.0	10%
Other East Asia	0.727	0.655	-10%	2.800	2.861	2%	8.165	7.5	-8%
Taiwan	0.291	0.226	-22%	0.989	0.961	-3%	2.924	2.6	-11%
South Korea	0.334	0.314	-6%	1.254	1.374	10%	3.710	3.3	-11%
Hong Kong	0.102	0.115	13%	0.556	0.525	-6%	1.531	1.6	5%
Other Asia	0.468	0.394	-16%	1.773	1.496	-16%	4.104	3.4	-17%
Pakistan	0.062	0.038	-38%	0.217	0.151	-30%	0.394	0.3	-24%
Philippines	0.086	0.073	-15%	0.322	0.292	-9%	0.904	0.7	-23%
Middle East	0.210	0.199	-5%	0.887	0.808	-9%	2.537	2.1	-17%
Israel	0.056	0.048	-14%	0.201	0.185	-8%	0.626	0.5	-20%
Saudi Arabia	0.039	0.038	-3%	0.214	0.184	-14%	0.579	0.5	-14%
Africa	0.299	0.142	-53%	1.118	0.730	-35%	2.952	2.1	-29%
North Africa	0.227	0.081	-64%	0.795	0.449	-44%	2.071	1.4	-32%
Egypt	0.113	0.053	-53%	0.517	0.295	-43%	1.418	1.0	-29%
Algeria	0.050	0.023	-54%	0.136	0.088	-35%	0.313	0.3	-4%
Sub-Saharan Africa	0.072	0.061	-15%	0.323	0.282	-13%	0.881	0.7	-21%
Latin America	0.833	0.756	-9%	3.109	3.519	13%	9.920	9.8	-1%
Mexico	0.448	0.345	-23%	1.436	1.755	22%	5.005	5.5	10%
Other Latin America	0.385	0.412	7%	1.673	1.763	5%	4.915	4.3	-13%
Brazil	0.031	0.040	32%	0.204	0.208	2%	0.577	0.5	-13%
Venezuela	0.033	0.054	63%	0.124	0.173	40%	0.446	0.4	-10%
Canada	0.459	0.522	14%	1.924	2.128	11%	5.988	6.2	4%
Oceania	0.036	0.042	16%	0.157	0.172	10%	0.476	0.4	-16%
World Total	5.520	4.992	-10%	21.321	21.347	0%	59.795	56.5	-6%

Note: 1/ EU-15 includes the newest member states of Austria, Finland and Sweden.

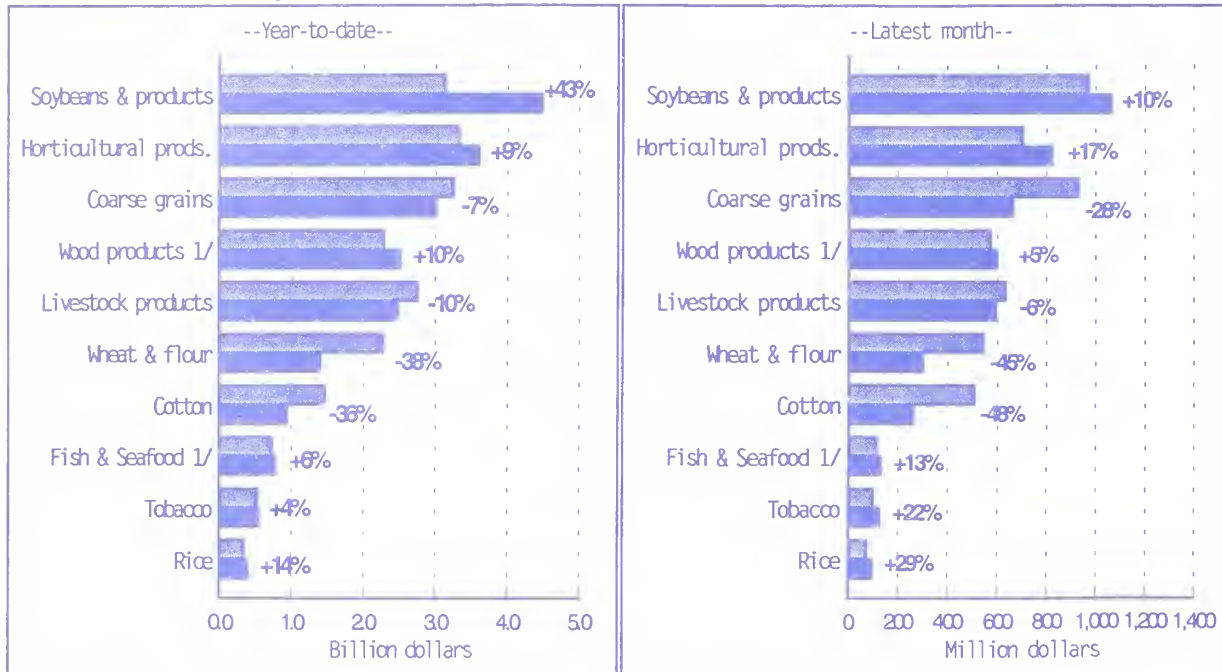
FY 1997 forecasts (f) are based on USDA's "Outlook for U.S. Agricultural Exports," published February 24, 1997.

U.S. Agricultural, Fish, and Wood Export Summaries

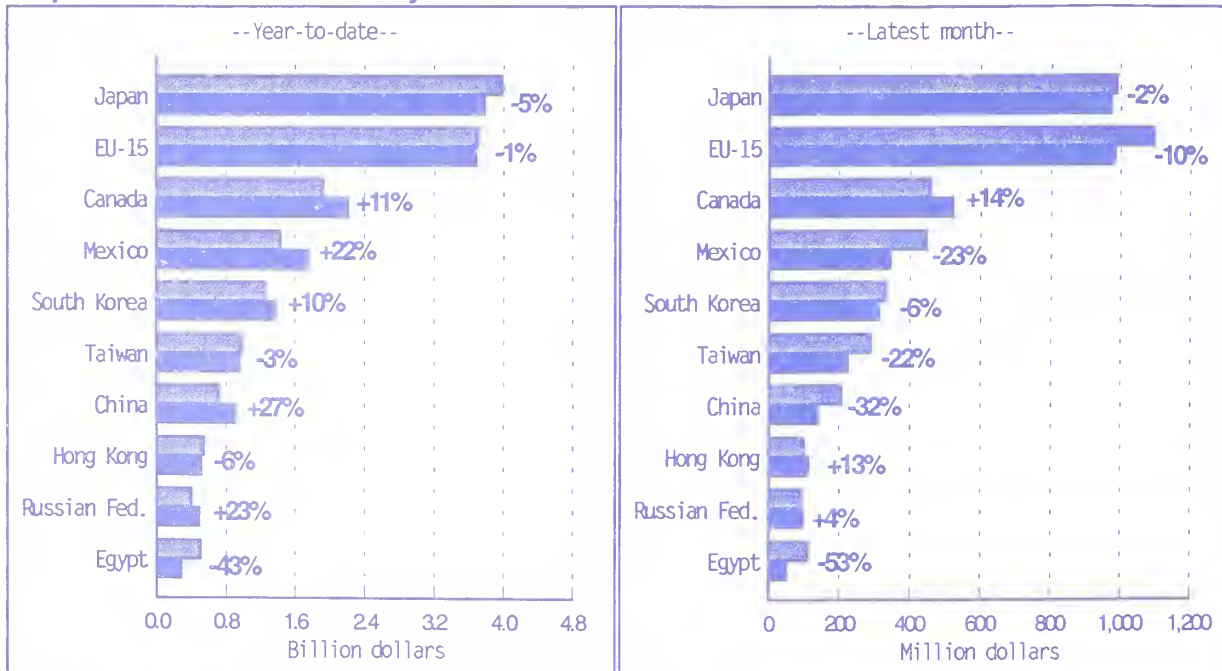
October-January and Latest Month Comparisons

FY 96 FY 97

Product Summary



Top Ten Markets Summary



Note: Percentages are computed as the change from a year ago.

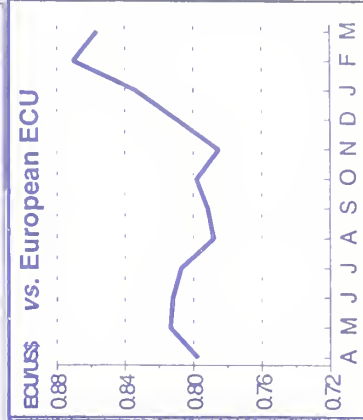
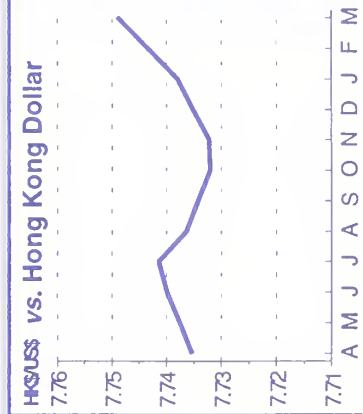
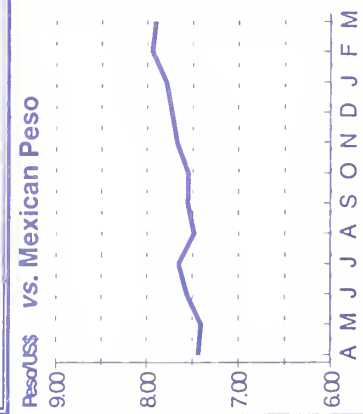
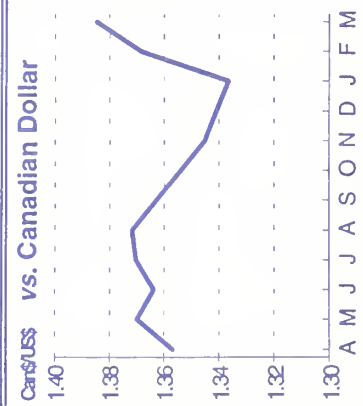
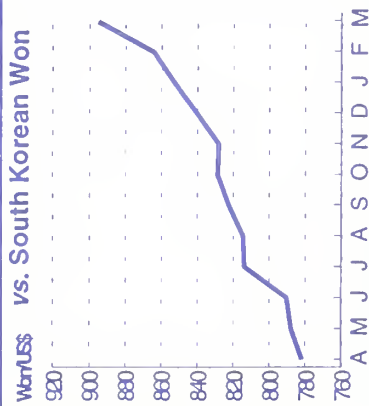
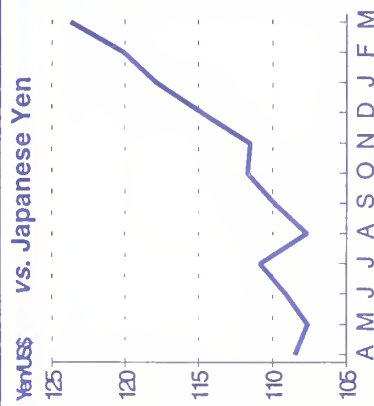
1/ Not included in agricultural totals.

Value Of U.S. Dollar Against Major World Currencies

Daily Spot Quotations & Monthly Averages

Currencies	Current Rate 3/31/97	Month Ago 2/28/97	Year Ago 3/96	% Change Year Ago 3/96
Argentine Peso	.9988	.9988	.9996	-0.08
Australian Dollar	1.2723	1.2847	1.2783	-0.47
Brazilian Real	1.0610	1.0509	.9850	7.72
Canadian Dollar	1.3847	1.3682	1.3593	1.87
Hong Kong Dollar	7.7490	7.7435	7.7331	0.20
Japanese Yen	123.75	119.62	107.28	15.35
Mexican Peso	7.9100	7.9450	7.5387	4.93
Taiwan Dollar	27.538	27.525	27.235	1.11
South Korean Won	894.95	864.20	782.40	14.38
European ECU	.85631	.87002	.80026	7.00
-British Pound	.6099	.6137	.6546	-6.83
-French Franc	5.6405	5.7100	5.0349	12.03
-German Mark	1.6750	1.6897	1.4820	13.02

NOTE: Exchange rates are daily spot quotes as of 3:00 PM Eastern Time, March 31, 1997.
Source: CMP/OA/FAS Exchange Rate Database and Wall Street Journal.



USDA Trade Show Calendar

U.S. Food Export Showcase

May 4-7, 1997
McCormick Place
Chicago, IL

U.S. Food Export Showcase Management
2751 Prosperity Ave., Suite 100
Fairfax, VA 22031
Tel: 703-876-0900
Fax: 703-876-0904

HOFEX '97

May 6-9, 1997
Hong Kong Convention Center
● Number of visitors: 20,668
Provides an excellent opportunity for companies to meet buyers from the wider Asian region.

Hong Kong Exhibition Services
901-902, 9/F, Shiu Lam Building
23 Luard Road
Wanchai, Hong Kong
Tel: 011-28041500
Fax: 011-25283103

USDA Contact:

Heather Grell
Tel: 202-205-3771
Fax: 202-690-4374
E-mail: grell@fas.usda.gov

Alimentaria '97

May 10-14, 1997
Lisbon, Portugal

An ideal launching pad for the Iberian Peninsula market (Portugal and Spain), as well as European and North African Markets.

Office of the Agricultural Counselor
Av. Das Forcas Armadas
Lisbon, Portugal 1600
Tel: 011-351-770-2358
Fax: 011-351-726-9721

USDA Contact:

Teresina Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

Int'l Food Ingredients & Additives

May 27-29, 1997
Tokyo, Japan
Tokyo Int'l Exhibition Center, Ariake
● Number of visitors: 18,000
IFIA Japan is the premiere ingredients and food additives event in Japan.

E.J. Krause & Associates, Inc.
7315 Wisconsin Ave, Suite 450
North Bethesda, MD 20814 USA
Tel: 301-986-7800
Fax: 301-986-4538

World Food '97

June 3-7, 1997
Moscow, Russia
● Number of visitors: 35,000
Russian buyers visit 850 exhibitors from 50 countries.

Comtek International
43 Danbury Road
Wilton, CT 06897
Tel: 203-834-1122
Fax: 203-762-0773

USDA Contact:

Teresina Leslie
Tel: 202-720-9423
Fax: 202-690-4374
E-mail: leslie@fas.usda.gov

Int'l Food & Hospitality '97

June 5-8, 1997
Bangkok, Thailand
Queen Sirikit Nat'l Convention Center
● Number of visitors: 15,000

Ellen Wong
Commerce Tours Int'l, Inc.
870 Market Street, Suite 920
San Francisco, CA 94080
Tel: 415-433-3072
Fax: 415-433-2820

USDA Contact:

Tobitha Jones
Tel: 202-690-1182
Fax: 202-690-4374
E-mail: joneste@fas.usda.gov

...Trade Show Calendar

Taipei Int'l Food Industry Show

June 12-16, 1997

Taipei, Taiwan

● Number of visitors: 65,000

A well-established show in the third largest export market for U.S. consumer foods.

Alex Tu

CETRA Exh

Exhibition Department

Taipei World Trade Center Exhibition Hall

Room 2A-10, No. 5, Hsinyi Road, Sect. 5

Taipei, Taiwan

Tel: 011-886-2-725-1111 ext. 277

Fax: 011-886-2-725-1959

USDA Contact:

Joseph Hain

Tel: 202-720-3425

Fax: 202-690-4374

E-mail: hain@fas.usda.gov

Food & Hotel China

August 26-29, 1997

Shanghai, China

● Number of visitors: 13,426

An international show attracting exhibitors from 30 countries and buyers from all over China.

Ellen Wong

Commerce Tours Int'l

870 Market Street, Suite 920

San Francisco, CA 94102

Tel: 415-433-3072

Fax: 415-433-2820

USDA Contact:

Heather Grell

Tel: 202-205-3771

Fax: 202-690-4374

E-mail: grell@fas.usda.gov

SIAL Mercosur

August 26-29, 1997

Buenos Aires, Argentina

Municipal Exhibition Center

● A first-time show-targeting Mercosur, the unified market of Brazil, Argentina, Paraguay and Uruguay, representing 200 million potential consumers.

Julie Halas

IMEX Management, Inc.

6525 Morrison Boulevard, Suite 402

Charlotte, NC 28211

Tel: (704) 365-0041

Fax: (704) 365-8426

USDA Contact:

Karl Hampton

Tel: (202) 690-0188

Fax: (202) 690-4374

E-mail: hampton@fas.usda.gov

Fine Food '97

September 7-10, 1997

Sydney, Australia

Exhibition Center

Australian Exhibition Services Pty. Ltd.

Illoura Plaza, 424 St. Kilda Road

Melbourne, Victoria 3004

Tel: 011-03-98674500

Fax: 011-03-98677981

USDA Contact:

Gary Fountain

Tel: 202-720-7417

Fax: 202-690-4374

E-mail: fountain@fas.usda.gov

POLAGRA '97

October 2-7, 1997

Poznan, Poland

● Number of visitors: 232,000

Poland is one of the most dynamic markets in Central Europe with a population of 40 million.

Agricultural Office

American Embassy

Al. Ujazdowskie 29/31

00-540 Warsaw, Poland

Tel: 011-4822-621-3926

Fax: 011-4822-628-1172

USDA Contact:

Maria Nemeth-Ek

Tel: 202-720-3623

Fax: 202-690-4374

E-mail: nemeth@fas.usda.gov

...Trade Show Calendar

ANUGA '97*

October 11-16, 1997

Cologne, Germany

● Number of visitors: 350,000

The largest show in the world for the promotion of food and beverage products.

Teresina M. Leslie

USDA Foreign Agricultural Service

Room 4646-South Building

14th Street & Independence Avenue, S.W.

Washington, DC 20250-1052

Tel: 202-720-9423

Fax: 202-690-4374

E-mail: leslie@fas.usda.gov

Food & Hotel Vietnam '97

November 5-8, 1997

Ho Chi Minh City, Vietnam

HIECC

Export Promotion Services Agency

1205, Home Place Office Bldg.

283/62 Sukkhumvit 55 Rd.

Bangkok 10110

Tel: 011-662-712-7257

Fax: 011-662-712-7266

USDA Contact:

Tobitha Jones

Tel: 202-690-1182

Fax: 202-690-4374 E-mail: joneste@fas.usda.gov

Food & Hotel Philippines

February 18-21, 1998

Manila, Philippines

● The Philippines continues to emerge as one of the brightest prospects in Asia for growth in U.S. consumer-oriented foods exports.

Ellen Wong

Commerce Tours International

870 Market Street, Suite 920

San Francisco, CA 94102

Tel: 415-433-3072

Fax: 415-433-2820

USDA Contact:

Joseph Hain

Tel: 202-720-3425

Fax: 202-690-4374

E-mail: hain@fas.usda.gov

MEFEX '98

February 28-March 3, 1998

Bahrain International Exhibition Center

Manama, Bahrain

● Number of visitors: 5,126

MEFEX is the Middle East longest running show at the heart of the US \$8 billion Gulf Cooperation Council food and beverage market.

Russell Hood

IMEX Management

6525 Morrison Boulevard, Suite 402

Charlotte, NC 28211

Tel: (704) 365-0041

Fax: (704) 365-8426

USDA Contact:

Joseph Hain

Tel: 202-7720-3425

Fax: 202-690-4374

E-mail: Hain@fas.usda.gov

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Assistance in sample product shipment, rental of floor space, booth design/layout, and marketing the show to potential exhibitors (primarily via mass mailing, invitations to special events, printing show directory) and hotel reservations for show participants.

USDA staff from Washington and the local U.S. Embassy provide support to exhibitors.

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USDA recommends these as best avenues to enter prospective markets for consumer-oriented foods, and provides limited services related to these shows, including:

Marketing, mailing advertising material, referral to show organizer, setting up information booth or national pavilion, pre-show promotion, invitation of potential buyers.

Recommendation is based on market potential and commitment of USDA staff in the overseas posts. USDA staff overseas provides most of the related services.

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